

# CULTIVATING P2

## Tennessee's Pollution Prevention Conference

The members of both the Tennessee Pollution Prevention Roundtable and the Tennessee Pollution Prevention Partnership, along with the Department of Environment and Conservation, are pleased to present the 2006 Pollution Prevention Conference. Cultivating P2 will be hosted at scenic Montgomery Bell State Park, September 14 and 15.

The fast-paced agenda provides both structured and informal opportunities for networking with environmental professionals and advocates from a diverse group of businesses and industries, academia, non-profit organizations, and governmental agencies. Attendees will have the opportunity to benchmark their pollution prevention efforts and learn methods for improving environmental performance at work, at home, and at play.

The conference features experts in sustainability and environmental stewardship, providing examples and inspiration relevant to the many aspects of life today.

Attend Cultivating P2 and work together today and tomorrow to make Tennessee a model of environmental leadership for the nation.



Montgomery Bell State Park

September 14 & 15, 2006

# Conference Highlights

## Overview

The 2006 conference heralds our progress from *Planting P2* to *Cultivating P2*. Opening the conference is a fresh look at the importance of pollution prevention at the individual level and closes with a luncheon recognizing the efforts of TP3 members and Performance Track members. Highlighting the transition from planting to cultivating, is a Commitment Challenge being launched by the TP3 Performers. Get inspired by the successes of TP3 members, including TP3's first household member to reach partner status. An exhibit hall will feature vendors, non-profits, and TP3 members promoting their services and highlighting their successes.

## Accommodations

The Conference will be hosted at Montgomery Bell State Park in Burns, Tennessee. A block of rooms has been reserved at a rate of \$73.00 per night. Call 1 (800) 250-8613 and ask for group code 3530 to reserve your room. Be sure to enjoy the numerous recreation opportunities at the park. Montgomery Bell features 19 miles of hiking trails for a variety of hiking experiences, three lakes all with fishing, an Audubon certified golf course, and 20 miles of dirt mountain bike trail.

## Commitment Challenge

At the conference, the TP3 Performers will launch the Tennessee Pollution Prevention Commitment Challenge, asking participants to report current environmental improvements and set two-year goals for further progress. These quantified results will be presented at the 2008 TN Pollution Prevention Conference. The Commitment Challenge focuses on five central environmental areas where, as reductions occur, we improve our overall environmental position. We welcome participation from other entities within Tennessee that want to positively impact the environment, even those who are unable attend the conference.

The information will be tallied and identifying information will be kept confidential. Periodic updates will be shared through the Tennessee Pollution Prevention Roundtable and the Tennessee Pollution Prevention Partnership. Bob Booker, Legal and Environmental Engineering Manager at TP3 Performer, DENSO Manufacturing Tennessee, will receive the data and compile the results. Please participate in this challenge and help us demonstrate that organizations do care about our environment and are taking steps to improve it. Contact Bob Booker at (865) 981-5203 or by email at [bob\\_booker@denso-diam.com](mailto:bob_booker@denso-diam.com) for more information about this Challenge and how to participate, or learn more and sign up at the conference. Organizations that provide initial participation information by Wednesday, September 6 will be highlighted at this year's conference.

## Conference Highlights

### Key Note Speaker



Michael P. Vandenbergh is a leading scholar in environmental law. He has served as a partner at Latham & Watkins in Washington, D. C. (1995-2001), as Chief of Staff of the Environmental Protection Agency (1993-1995), and as a law clerk to Judge Edward R. Becker of the United States Court of Appeals for the Third Circuit (1987-1988). Professor Vandenbergh's research explores the relationship between formal legal regulation and informal social regulation of individual and corporate environmental behavior. His work has appeared in leading journals, including the *Columbia Law Review*, the *Michigan Law Review*, the *Northwestern University Law Review*, and the *Stanford Environmental Law Journal*. Professor Vandenbergh serves as Co-Director of the Vanderbilt Regulatory Program. A recipient of the Hall-Hartman teaching award, Professor Vandenbergh teaches courses in environmental law and property.

### Working Sessions

Collaborate with other participants to catalogue your concrete examples of P2 experiences and successes. Facilitated table top discussions will follow the five steps in the flow of Tennessee commerce. These opportunities apply to practically any type of operation, whether you provide medical services, education, manufacture widgets, or simply produce email in an office. Bring your experiences to share— your examples will be compiled and distributed to all conference participants. Information may be sent in advance by email to Diane Scher at [scherdiane@bfusa.com](mailto:scherdiane@bfusa.com) by September 6. Consider the following five steps.

1. Input to the operations: suppliers, materials
2. On-site operations: production, manufacturing, care of people
3. Output of the operations: end-use, product, packaging, consumer, community relations
4. Logistics of operations: distribution, transportation
5. Energy aspects of operations: alternatives, optimization, distribution

## THURSDAY, SEPTEMBER 14

- 8:30-9:30**      **Walking Tour– Native Plantings at Montgomery Bell**  
Guided by LinnAnn Welch, Tennessee State Parks
- 9:30-11:00**      **Tennessee Pollution Prevention Roundtable Meeting**
- 12:00-1:00**      **Exhibit Hall Open**
- 1:00– 1:30**      **Conference Welcome**  
Pat Wright, Park Manager, Montgomery Bell State Park  
Bob Booker, Legal and Environmental Engineering Manager, DENSO Manufacturing
- 1:30-2:15**      **General Session– Taking Individual Behavior Seriously**  
Michael P. Vandenberg, Professor of Law  
Vanderbilt University School of Law
- 2:15-2:30**      **Cultivating P2 Solutions– Overview, Instructions, and Goals**  
Diane Scher, Environmental Affairs Manager  
Bridgestone Firestone NT, LLC
- 2:30-3:15**      **Cultivating P2 Solutions- Facilitated Working Session**
- 3:15-3:45**      **General Session- Environmental Aspects in Product Design**  
Bob Handlos, Vice President Materials Development and Racing Technology  
Bridgestone Firestone North American Tire, LLC
- 3:45-4:15**      **Networking Break– Refreshments with Exhibitors**
- 4:15-5:00**      **Cultivating P2 Solutions- Facilitated Working Session (Continued)**
- 5:00-5:15**      **General Session- Connecting with Nature’s Travelers**  
Greer Tidwell, Environmental Management Director  
Bridgestone Firestone NT, LLC
- 5:15-5:30**      **Wrap Up Thursday, Preview Friday**  
Door Prizes
- 5:30-6:30**      **Hospitality Hour**  
Meet the park fauna
- 6:30**              **Dinner**  
Music provided by Brenda Russell and friends

## FRIDAY, SEPTEMBER 15

- 7:30-8:30**      **Continental Breakfast with Exhibitors**
- 8:30-9:00**      **General Session- Direction of the State of the Environment**  
Deputy Commissioner Paul Sloan, Environment and Conservation
- 9:00-9:45**      **General Session- Cultivated P2 Solutions**  
Facilitators present work product from Cultivating P2 work sessions
- 9:45-10:15**      **Networking Break- Refreshments with Exhibitors**
- 10:15-11:30**      **Concurrent Sessions- Pollution Prevention Breakouts**
- TP3 Member Successes  
*Moderator: Jeannette Widman, DENSO Athens*  
Donovan Grimwood, Grimwood Household  
James H. Quillen VA Medical Center  
Walker Harmer, Marvin Windows and Doors  
Pat Lynch, CalsonicKansei North America  
Tracy Adkisson, Rhodes College
  - Nurturing Natural Partnerships– Working Together for Conservation  
*Moderator: Judy Takats, World Wildlife Fund*  
Marcia Maslonek, Wildlife Habitat Council  
Mike Butler, Tennessee Wildlife Federation  
Patrick L. Rakes and J. R. Shute, Conservation Fisheries, Inc.
  - Your Waste, Your Secrets– A Look at Electronics Lifecycle Management  
*Moderator: Michael Stagg, Waller, Lansden, Dortch, & Davis*  
Matt Gobble, Toshiba America Consumer Products, LLC  
Jonathan Cummings, Clean Earth Recycling  
Marla Prince, Rechargeable Battery Recycling Corporation
- 11:30-1:00**      **Pollution Prevention Recognition Luncheon**  
Commissioner Jim Fyke, Environment and Conservation  
Eileen McGovern, Performance Track US EPA
- 1:00-2:00**      **Performer Level Review Panel Meeting**

## Sponsorship Opportunities

### **Pollution Prevention Champion - \$500**

Two complimentary conference registrations  
Organization logo included on conference materials  
Feature article in *P2Alert*  
Prominent location on conference signage  
Link from TP3 website

### **Pollution Prevention Patron - \$250**

One complimentary conference registration  
Organization logo included on conference materials  
Included on conference signage  
Link from TP3 website

### **Pollution Prevention Advocate - \$100**

Organization name listed on conference materials  
Included on conference signage

## Exhibitors

### **General Exhibitors**

Make your plans now to exhibit! Both poster displays and traditional booth space are available for this year's conference. Exhibitors will be featured in the general session room. The cost for a booth is \$225 and includes a skirted 6' table, two chairs, and one conference registration. The cost to display a poster is \$100 and includes an easel and one conference registration.

### **Schedule**

Exhibitor set-up: September 14 from 8:30 a.m. to 11:30 a.m.  
Exhibitor breakdown: September 15 at 1:00 p.m.

### **Join these confirmed exhibitors:**

Tennessee Recycling Coalition • Kilowatt Ours • UT Center for Industrial Services  
Delta Faucet • Marvin Window and Doors • Bridgestone Firestone  
Cumberland River Compact • Tennessee Environmental Council  
Word Wildlife Fund • Rechargeable Battery Recycling Corporation

## Tennessee's Pollution Prevention Partnership

The Tennessee Pollution Prevention Partnership (TP3) is a statewide network of Tennessee households, schools, government agencies, organizations, businesses, and industries demonstrating that pollution prevention protects the environment, saves money, and improves communities.

TP3 members learn specific ways to practice pollution prevention and natural resource conservation. Making contacts and sharing successful project ideas is a significant benefit of membership. Members receive information on scheduled pollution prevention conferences, seminars, and projects assuring priority for limited-seating events. Through these opportunities, TP3 members discover new ideas on pollution prevention.

TP3 is an initiative of TDEC's Office of Environmental Assistance. This program encourages "beyond compliance" pollution prevention initiatives for all TP3 members that seek to be leaders in environmental stewardship. The Performer Level Review Panel gives final approval to TP3 members applying for the Performer level.

## Tennessee's Pollution Prevention Roundtable

The Tennessee Pollution Prevention Roundtable began as the Tennessee 2000 initiative in 1993 with the goal of significantly reducing Toxic Release Inventory Emissions by 50 percent by the year 2000. They achieved the goal three years ahead of schedule.

The Roundtable continues to meet quarterly to promote pollution prevention opportunities statewide. Their mission is to facilitate and implement activities designed to achieve significant and meaningful improvements in the quality of the environment of Tennessee and the quality of life for Tennesseans now and for future generations. The Roundtable supports initiatives of the regional environmental forums, the Higher Education Sustainability Workgroup, and TP3. The Roundtable developed criteria and incentives for participation in TP3 and formed the Performer Level Review Panel as the decision-making group.

Anyone interested in the Roundtable is encouraged to attend the meeting at the beginning of the conference. Please contact Karen Grubbs at (615) 532-0463 or by email at [Karen.Grubb@state.tn.us](mailto:Karen.Grubb@state.tn.us) if you would like further information.

## A Note From the Planning Team

If you have attended past years' P2 Conferences you will notice a name change from "Planting P2" to "Cultivating P2." The American Heritage Dictionary lists several related definitions for "cultivate." Each is appropriate to this conference and the concepts of pollution prevention and sustainability.

- To improve and prepare
- To grow or tend
- To promote the growth of
- To form and refine, as by education
- To seek the acquaintance or goodwill of

This name change reflects a maturing of both the conference and the Pollution Prevention Partnership. We are moving beyond the initial phase of casting seeds and entering a phase of nurturing and continued care.

You will see topics approached from multiple angles and companies reporting from several perspectives to provide a comprehensive picture, a richer understanding, and deeper commitment from the participants. We are looking forward to a productive conference demonstrating continued Pollution Prevention progress.

Many thanks to the partners who made this conference possible!

Bridgestone Firestone  
DENSO Manufacturing  
The University of Tennessee  
Tennessee Department of Environment and Conservation  
Tennessee Environmental Council  
JTEKT

Tennessee Pollution Prevention Partnership  
c/o TDEC Office of Environmental Assistance  
8th Floor L&C Tower  
401 Church Street  
Nashville, TN 37243  
Phone: (615) 253-1729  
Fax: (615) 532-0199  
[www.tdec.net/ea/tp3](http://www.tdec.net/ea/tp3)  
Email: [Pollution.Prevention@state.tn.us](mailto:Pollution.Prevention@state.tn.us)